

KATHLEEN “KATES” SMILES

4708 Middaugh Avenue ♦ Downers Grove, Illinois 60515 ♦ Home (630) 852-7711

SUMMARY:

Project management expert with over 20 years in the advertising industry. Experience includes print traffic and production, art buying creative resource management and managing in-house studios. Worked on packaged goods and retail clients.

EXPERIENCE:

E. Morris Communications, Chicago, IL. (2004 – Present)

Vice President, Director of Production/Creative Services

Responsibilities:

Manages the day-to-day responsibilities of the production and creative departments. Works closely with Creative Director to help manage creative resources and workload. Implemented “Advantage” software to help monitor all projects and track time. Worked on Wal-Mart, American Family Insurance, Illinois Department of Transportation, Sonnenschein and Tyson accounts, as well as ComEd, TBS, Ariel Investments, Fromm Hair Care for both print and broadcast production, including traffic, production and art buying. Conducts weekly all-agency status meetings reviewing top-line on all active projects.

Ileo and LBWorks, Chicago, IL. (2003)

Freelance Project Director

Responsibilities:

Managed the day-to-day activity on the Gateway account during their holiday merchandising season. Responsible for the managing FSI’s, store signage, newspaper ads from conception through production working directly with the client, ileo studio and LB Works creative and client service departments.

ALLSTATE INSURANCE COMPANY, Northbrook, IL. (2003)

Project Management Consultant

Responsibilities:

Three month consultant job to help implement a project management department in their marketing department. Worked with various departments to begin using project management process and “Virtual Ticket” software

LEO BURNETT WORLDWIDE, Chicago, IL. (2000 – 2003)

Senior Vice President, Director of Project Management

Responsibilities:

Created and implemented a new process within the creative department. By working closely with both the creative and account management departments, project management helped save time and money by monitoring each project from conception to completion. Worked closely with Executive Creative Directors to help manage creative resources. Managed a team of 23 Project Directors and Project Managers.

- ♦ Introduced a pilot process which reduced both print and television production time by six weeks. Based on the success of pilot, process was adopted by the entire Agency. As a result of this achievement, promoted from Vice President to Senior Vice President in nine months.
- ♦ Collaborated with Technology Department to help design and implement a proprietary computer tacking system that allowed management to review all in-house projects. This system also helped manage the creative workload.

OGILVY & MATHER, Chicago, IL.

(1976 – 2000)

Senior Partner, Director of Advertising Services

Responsibilities:

The day-to-day operations of print traffic and production, art buying and management of two in-house studios. Managed 10 to 20 employees, including Print Production and Traffic Managers, Broadcast Traffic Managers, and Studio personnel. Clients worked on: Sears, Cessna Aircraft, Robert Bosch Automotive, NutraSweet, Illinois Department of Tourism, Illinois Lottery, Borders Books and Music, Nationwide Insurance.

- ◆ Conducted weekly status meeting with each account group to determine priority projects and manage creative resources. Also handled new business pitches and clients relations. Managed in-house audio visual and print studios, resulting in 25% increase in *sales and a profit for the first time*.
- ◆ Fifth recipient of The Bill Whitney Award, honoring the combination of professionalism and civility in the Agency.

Promotion History:

1997 – Senior Partner/Director of Advertising Services

1992 – Added responsibility to manage Agency's in-house print studio

1990 – Vice President

1989 – Department Head/Print Traffic/Production/Broadcast/Art Buying

1984 – Assistant Department Manager/Print Traffic

1980 – Traffic Manager/Print

1978 – Secretary/Print Traffic

1976 – Hired as Secretary/Account Service

PROFESSIONAL DEVELOPMENT:

During career, attended numerous industry events including annual conferences for print production, workshops and seminars for art buying, time management, and leadership training.

TECHNICAL SKILLS:

Microsoft Office Outlook

Microsoft Word 6.0.1

Microsoft Excel 2003

Windows 2003

Microsoft PowerPoint

Advantage 5.0

Acrobat Reader 8.0